CHARLOTTE

City Council
Follow-Up Report

January 18, 2013

January 7 – City Council Workshop

MPO Planning Area Boundary Expansion
Staff Resource: Bob Cook, Planning, 704-336-8643, rwcook@charlottenc.gov

During the discussion of the Federal Legislative Update, a Council member requested an update on the status of the MPO boundary expansion issue. The Transportation and Planning Committee has been discussing the MPO boundary expansion issue due to the relationship with MUMPO and the role of the Committee Chair as the Council's representative. Council has received periodic updates by email from the Committee Chair. The Mayor and Council are scheduled to receive a full Committee report and presentation at the February 25th dinner briefing prior to a directed vote.

The Census Bureau released its 2010 urban area information in March 2012, and the impacts on the Mecklenburg-Union Metropolitan Planning Organization (MUMPO) were significant. The Charlotte urbanized area (UZA) increased in population from 758,927 in 2000, to 1,249,442 in 2010, and its land area increased from 435 square miles to 741 square miles. The significance of this expansion is that UZAs are the minimum area for which an MPO is required to implement the metropolitan planning process. Therefore, the MPO's planning area must be expanded to incorporate the expanded UZA, as well as additional areas expected to be urban within 20 years.

The MPO's planning area will expand to include:

- eastern Lincoln County (but not the city of Lincolnton);
- Iredell County, south of the South Yadkin River (including Statesville, Troutman, and Mooresville);
- additional territory in eastern Union County, including Marshville.

The Charlotte UZA also expanded into Cabarrus, Catawba, Gaston, Lancaster and York counties. MUMPO's planning area will not be extended to those counties because existing MPO's are in place to implement the metropolitan planning process.

Memorandum of Understanding
The Memorandum of Understanding (MOU) is the MPO's governing document, and codifies the MPO's membership, roles and responsibilities, major tasks, etc. Updating the MOU to incorporate the new jurisdictions, as well as to reflect changing circumstances since it was last adopted in 2003, is a major component of the MPO expansion process.

Next Steps
The following lists the significant steps in the process of completing the MPO's expansion:

- Complete task to revised Memorandum of Understanding (MOU)
    - expected completion date: March 2013
- Execute regional agreements (transferring planning responsibilities to adjacent MPOs)
    - expected completion date: March 2013
- Municipal and county execution of revised MOU
    - expected completion date: June 2013

Federal Legislative Update
Staff Resources: Dana Fenton, City Manager's Office, 704-336-2009, dfenton@charlottenc.gov

During the workshop, Council member Barnes requested information from Holland + Knight on when Congress plans to address the items included in the federal legislative update. Attached for your review is a memo from Holland + Knight in response.

Charlotte_ FY2013
City Council Respons

"One CRVA" Model
Staff Resources: Ron Kimble, City Manager's Office, 704-336-4169, rkimble@charlottenc.gov

During the workshop, Council member Barnes requested information from the Charlotte Regional Visitor's Authority (CRVA) including the tax revenue generated in 2012, the revenue generated from the Democratic National Convention (DNC), the steps taken for addressing foreseen shortages in the future, and the historic performance of the convention center. Attached is a copy of the PowerPoint document from the Finance Department illustrating CRVA revenues, coupled with additional responses from CRVA detailed below regarding current efforts to strengthen Convention Center bookings.

CRVA Presentation
January 2013...

The Charlotte hospitality community is having the best performance in the market ever and is expected to continue this trend for the foreseeable future. This strong success has caused Charlotte to have inventory problems to make rooms available at group rates for conventions and group meetings. Some key strategies that have been implemented in cooperation with CRVA's hotel partners are as follows to insure continued success:

- CRVA adjusted their target accounts that have smaller block requirements and book short term;
- CRVA has taken a more aggressive approach with prudent use of business development dollars to put conventions and groups over need periods;

- CRVA continues to embrace and improve yearly their service to repeat accounts;
- CRVA recognizes the new efforts on the tradeshow-related market which provides good revenue to the convention center and requires smaller discounted room blocks;
- CRVA is attending a new set of appointment based tradeshows that provide a higher rate of return than some of the traditional industry events;
- CRVA is utilizing a Power Dates strategy which has aligned their hotels and convention center teams on key need periods;
- CRVA hosts a monthly meeting with their hotel partners which focuses on the need year of 2015;
- CRVA has added a bureau express sales person that can positively affect short term bookings